

YOU'VE *Tried the rest—
now come to the
best.*

The Evening Herald

EIGHT *Solid pages of un-
excelled bargains.*

ROSENWALD SECTION

ALBUQUERQUE, NEW MEXICO, THURSDAY, FEBRUARY 3 1916.

ROSENWALD SECTION

OUR GREAT FEBRUARY Semi-Annual Mark-Down

Clearance Sale

Main Doors Open
...at...
10 a. m.
Saturday and
Monday

You've Tried the Rest—NOW—Try the Best
Biggest Newspaper Advertisement Ever Printed by a Single New Mexico House Tells You of
**THE GREATEST
Mark-Down Clearance Event
In the History of Albuquerque**

Doors to the Men's
Department
Open at
7 a. m.
Saturday

Presenting larger assortments, finer qualities and greater money-saving opportunities than ever before offered to the people of this city. The biggest, broadest and best Semi-annual Clearance Event we've ever held. Biggest in point of quantities and qualities, broadest in point of absolute clearance, best in point of money-saving opportunities. The entire store is a vision of mark-down prices. Aisles and walls are banked by stocks that must be moved—brisk, crisp and new, and every item marked at a slashing price.

As far back as three months ago we commenced planning this sale. We started early because we firmly determined we would leave no stone unturned to make this the greatest merchandising event, not only in the history of this city, but the greatest ever attempted either here or within hundreds of miles of here. We are now prepared to handle the largest crowds that have ever attended these sales. The very bigness of this store assures you of unmatched value giving. Merciless price slashing has swept throughout the entire store.

*Read the Following
Pages*

**EXTRA
Daily Specials**
on the next
page

**A Big Surprise
Awaits the Men on
page THREE**



*Read the Following
Pages*

Clothe Yourself
from pages Four and
Five

Your Opportunity
on page Six

Bargains Galore
on page Seven

Furnish Your Home
on page Eight

No Telephone or Mail Orders
Accepted on
DAILY EXTRA SPECIALS

Rosenwald's
WHERE QUALITY MEETS PRICE

**NO GOODS SENT OUT
ON APPROVAL DURING
THIS SALE**

EVERY WORD OF THESE EIGHT PAGES HAS A POSITIVE CASH VALUE FOR YOU